

# Asia Pacific Forum Strategic Plan 2017

## APF Statement of Purpose

The Asia Pacific Forum is made up of the NA Communities from the Asia Pacific Zone. The following is the stated purpose of the Asia Pacific Forum, which this plan honors:

1. We, the NA Regions and communities of Asia Pacific, have joined to discuss issues of mutual concern, address our common needs, exchange ideas and share experiences to further our primary purpose.
2. This forum is intended to complement the existing service structure of NA.

## Our Vision is that one day:

- a) Every addict in the world has the chance to experience our message in his or her own language and culture and find the opportunity for a new way of life;
- b) NA communities worldwide, NA World Services and the APF work together in a spirit of unity and cooperation to carry our message of recovery;
- c) Narcotics Anonymous has universal recognition and respect as a viable program of recovery.

## Asia Pacific Forum Goals

Goals define the outcome we would like to see: where we would like APF to be in 5 years time. The nature of APF is that we are a spiritual programme, comprised of volunteers from many countries, meeting only once a year. It is too difficult for us to quantify the outcomes we would like to see with any certainty beyond the next year or two. These goals are therefore necessarily qualitative (broad and general) in their nature.

### **Fellowship Development:**

To encourage and support Fellowship Development efforts within the Asia Pacific zone.

### **Communications:**

To encourage, maintain and support communication among NA members, Communities and Regions within this part of the world.

### **Financial:**

To be financially secure, with sufficient funds to sustain APF's ongoing service efforts, and with a prudent reserve.

### **Translations:**

To encourage and support translations of NA literature into our languages.

### **External:**

- (a) To continue working with NA World Services in our service efforts.
- (b) To establish and maintain relationships with other Zonal Forums around the world.
- (c) To establish and maintain an increasing number of relationships with other institutions and agencies within the APF communities.

### **Planning:**

To have strategic planning, including monitoring and ongoing reviews of those plans, integrated into the APF agenda.

# Strategies for 2017

Here, we specify and prioritise the specific ways in which we will work towards our long term goals in the next 12 months - our strategies. We can specify or outline some workgroups, and prioritise some strategies, which in turn may suggest Task Teams that can work on each strategy. Given the necessity for the 5 year Strategic Plan to be qualitative (broad/general), the best we can do is create some short term workgroups with these strategies, then refine/review each year. The strategies have been categories into priorities, based on the rankings of delegates at the 2017 APF meeting.

## Fellowship Development Strategies

### High Priority:

1. Endorse the Women's FD Workgroup (26)
2. Create and implement an APF membership survey (20)
3. One Fellowship Development trip for women (18)

### Secondary Priority:

4. When possible, women participate in FD trips (12)
5. Create a resource pool of experienced members for FD (12)

### Low Priority:

6. Perform a follow up and review process on completion of each FD trip (8)
7. Use the newsletter for communicating ideas about ways to build strong home groups (5)

## Communications Strategies

### General

#### High Priority:

1. Communications should be simple and concise (13)
2. Create an [info@apfna.org](mailto:info@apfna.org) email account (11)

#### Secondary Priority:

3. Improvement to the system of sharing files via dropbox (5)
4. Create an up to date email list of all APF communities (5)
5. Include all participants in every communications process (5)
6. Provide education on the use of the APF email list (5)
7. Explore audio/video platforms for communications (e.g. skype) (5)
8. A resource for delegates focussing on delivering the Social Media workshop to communities (4)

## Web & Technology

#### High Priority:

1. Provide different language options on the APF website (25)
2. Zoom webinar available for APF (14)

#### Secondary Priority:

3. Create an online forum for Q&A (7)
4. Add a page for professionals to the APF website (6)
5. Provide a 24x7 live website support (5)

#### Low Priority:

6. Undertake a website redesign with an update in the backend technology (3)

7. Maintain an APF video documentation database that communities can access (2)
8. Add a visitor counter to the APF website (2)

## Newsletter

### High Priority:

1. Request regions submit one article each to the newsletter each year (25)
2. Create a document for distributing in APF communities that seeks personal stories for including in the newsletter (18)

### Secondary Priority:

3. The newsletter changes focus, from internal to external, for wider distribution (10)
4. Create guidelines covering photographs identifying individual members being included in the newsletter (7)
5. Include interviews from NAWS and service body members (5)

## Financial Strategies

### Financial:

#### High Priority:

1. Enable online donation to APF via the website (25)
2. Create an online portal for merchandise sales (14)
3. Set aside \$3,000 to fund an APF delegate to attend WSC (10)

#### Secondary Priority:

4. Carry forward the financial strategies from the 2016 APF Strategic Plan (8)
5. Host APF meetings at 3 star rather than 4 star hotels (7)
6. Allocate 5% of APF income as the prudent reserve (6)
7. Cost reduction on expenditure after a budget review (5)

#### Low Priority:

8. Conduct a workshop on financial matters for the communities (2)
9. Check that any contributions notified by communities are received into the APF account, and follow up with the community if needed (1)
10. Encourage individual members to donate to APF (1)
11. Send out detailed financial reports to communities and ask for contributions if required (0)

### Convention:

#### High Priority:

1. Choose geographically cost effective locations for the APF convention (23)
2. Make the partnership between the host committee and APF deeper and stronger, with more involvement from the host committee (13)
3. Hold the APF convention at the same venue as the APF meeting where possible (12)

#### Secondary Priority:

4. Host the APF convention every 2 years (8)
5. Provide an online registration and payment system (7)
6. Open the convention to interested professionals and the general public (7)
7. Consider a second APF convention after the results of the first one are known (6)

#### Low Priority:

8. Create APF convention committee guidelines (1)

## Merchandise

### High Priority:

1. Include the cost of production in all merchandise reports (22)
2. To have a structure and multiple members on the merchandise sub-committee (16)
3. Explore cost-effective sources for merchandise (14)
4. Encourage RDs to sell merchandise in their community (12)

### Secondary Priority:

5. Encourage communities to pre-order merchandise and sell in their communities (6)
6. Provide a wider selection of merchandise (4)
7. Target small or exclusive merchandise items (4)
8. Keep an updated inventory of merchandise and share with the communities (3)

## Translations Strategies

### High Priority:

1. Establish a translations workgroup that will identify priority LTC projects (32)
2. Appoint an APF LTC Coordinator (25)

### Secondary Priority:

3. Create documentation of LTC success stories (15)
4. Revise the APF reporting template to allow for more precise LTC input (11)
5. APF links communities through virtual tools (e.g. skype, zoom, google hangouts) (8)
6. APF's role in LTC is limited to coordination (7)

### Low Priority:

7. Hire professionals for translations (2)

## External Strategies

### High Priority:

1. APF and NAWS collaborate on PR presentations to high level professional or government organisations (14)
2. Invite government officials and health professionals to attend a PR presentation as part of one day of the APF meeting (12)
3. Create a PR position and conduct PR activities between APF meetings (10)

### Secondary Priority:

4. Develop and adopt a survey tool to determine the demographics of our communities (7)
5. Create a template that can be used by APF communities to assist them becoming officially recognised by their government (5)
6. Explore the challenges of women in recovery (5)

### Low Priority:

7. Place literature racks in professional organisation's buildings (3)
8. Make local website details information available to governments and NGOs (3)
9. Assign a point person to be responsible for communications with NAWS & communities (1)

## Planning Strategies

### High Priority:

1. Make a template for the Women's FD Workgroup (21)
2. Host a workshop one evening during the APF meeting to educate the local fellowship about APF (14)
3. Create, deliver and collate an environmental scan of community's current trends and themes, including barriers for women (14)
4. Prioritising to avoid what we cannot handle (13)

### Secondary Priority:

5. Start every APF meeting day with the Just For Today reading (9)
6. Yearly inventory review of what has worked (8)
7. Plan APF representation at WSC (5)
8. Make use of the NAWS "Planning Basics" document (5)
9. Formulate monitoring and evaluation tools (3)

## Sub-Committees, Workgroups & Task Teams

The following sub-committees and work groups will have the responsibility to achieve the strategies developed in this Strategic Plan. The sub-committees will be permanent in nature and the guidelines for each subcommittee will be developed by the subcommittee itself in the next year for inclusion in the APF Guidelines. Workgroups will exist for the next 5 years (up to 2021) to accomplish our long term goals by pursuing the agreed and prioritised short term strategies created each year, starting from 2016.

Any delegate, alt delegate, past APF trusted servant and other experienced trusted servants can join the Fellowship Development sub-committee or any of the workgroups. The Web and Technology sub-committee will develop criteria for its membership as this requires some technical knowledge.

There will be a task team approach for any of the subcommittees or workgroups to accomplish any of these strategies as required.

### **Fellowship Development Sub-committee Responsibilities:**

1. Fellowship Development Strategies

Point Person: FD Coordinator

### **Translations Workgroup Responsibilities:**

1. Translation Strategies

Point Person: Translations Coordinator

### **Web and Technology Sub-committee Responsibilities:**

1. Web and Technology Strategies

Point Person: Web Servant/Chair

### **Communications Workgroup Responsibilities:**

1. Communications
2. External

Point Person: APF Secretary

### **Money Matters Workgroup Responsibilities:**

1. Financial
2. APF Convention

Point Person: APF Treasurer

### **Newsletter Sub-Committee**

1. Newsletter Strategies

Point Person: Newsletter Editor

### **Merchandise Sub-Committee**

1. Merchandise Strategies

Point Person: Merchandise Chairperson

### **Strategic Planning Workgroup Responsibilities:**

1. Strategic Planning Strategies.
2. Ongoing Review and Monitoring.

Point Person: This will be decided by the members of this workgroup in their own meetings.

## **Review / Follow Up**

It is important for the strategic plan to be part of the ongoing conversations that APF has, both during the year, and at its annual meeting. Review and evaluation of the past year, refining the plans and where necessary taking corrective action or changing course as required.